

FCC EEO Public File Report
WHYY, Inc.
April 1, 2006 through March 31, 2007

Careers at WHYY, Inc

Recruitment Activity – April 1, 2006 through March 31, 2007

The report below represents the recruitment activity for all regular full and part-time positions during the period of April 1, 2006 through March 31, 2007; All open full and part-time positions during the period of April 1, 2006 through March 31, 2007. All open positions are listed on WHYY' website and Intranet as well as bulletin boards located in the Philadelphia, Pennsylvania and Wilmington, Delaware facilities. Notices of job openings are also sent to industry-specific websites and local organizations, including universities. From time to time, notices of employment opportunities are sent weekly, via e-mail or u.s. mail to organizations listed in Attachment A

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Source Interviews	Hire Source
Sr. Publicist	8	WHYY website PRSA Job Bank	2 1	WHYY website
Community Media Instructor	7	WHYY website Employee referral	2 1	
Manager, Institutional Giving	6	WHYY website Employee referral idealist.org execsearches.com Chronicle of Philanthropy GPCA website The Non-Profit Nexus at LaSalle University	2 1 1 1	GPCA website
Major Gifts Coordinator	4	WHYY website GPCA website	1 3	GPCA website

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Source Interviews	Hire Source
Children's Services Manager	4	WHYY website Higheredjobs.com ihispano.com Agent K-12	2 2	Higheredjobs.com
Community Media Instructor	6	WHYY website	6	WHYY website
Community Outreach Coordinator	4	WHYY website GPCA website	3 1	WHYY website
Development Coordinator* (*recruitment halted)	16	WHYY website Philadelphia Inquirer Employee referral careerbuilder.com GPCA website Internal candidate	6 1 2 3 2 1	
Manager, Direct Marketing	4	WHYY website Marketingjobs.com Phillyadclub.com Direct Marketing Assoc. Advertising Magazine.com	4	WHYY website

Attachment A

Recruitman source for Full and Part-time job openins

Non-Profit Nexus at LaSalle University
1900 W. Olney Avenue
Philadelphia, PA 19141
215.951.1454
Contact: Lisa Slawinski
slawinski@lasalle.edu

Careerbank.com
6183 Executive Blvd.
Rockville, MD 20852
Contact: Wayne Mickens
240.888.3330

Agent K-12
Education Week
6935 Arlington Road
Ste. 100
Bethesda, MD 20814
Contact: Titilayo Ellis
888.329.2372
recruiters@AgentK-12.org
www.AgentK-12.org

Careerbuilder.com
2120 Colorado Avenue
Santa Monica, CA 90404
Contact: Laura Morris
888.483.4473 ext. 5512
laura.morris@careerbuilder.com

Monster.com
5 Clock Tower Place
Maynard, MA 01754
Contact: Eugene Weitz
1.800.666.7837 ext. 2573
Eugene.Weitz@monster.com

The Global Media Group
(The Philadelphia Tribune)
Los Angeles, CA 90010
Contact: Clifford Roberts
888.980.5800 ext. 33

Yahoo! Hotjobs.com
701 1st Avenue
Sunnyvale, CA 94089
Contact: Scott Sweeney
646.351.5345

Association of Fundraising
Greater Philadelphia Chapter
308 East Lancaster Avenue
Suite 110
Wynnewood, PA 19096
Contact: Alan Tempest
610.642.0599
chapter@afp-gpc.org
www.afpgpc.org
www.phillyadclub.com

The Greater Philadelphia
Cultural Alliance
Philadelphia, PA 19110
215.557.7811
gpc@philaculture.org
www.philaculture.org

Tvjobs.com
P.O. Box 4116
Oceanside, CA 92052
Contact: Mark C. Holloway
760.754.8177
markc@tvjobs.com
support@tvjobs.com

Corporation for Public Broadcasting
CPB Jobline
901 E Street, NW
Washington, DC 20004
202.879.9600
www.cpb.org/jobline

National Association of Broadcasters (NAB)
1771 N Street, NW
Washington, DC 200036
202.429.5300 - Fax: 202.429.4199
nab@nab.org

Direct Marketing Association
1120 Avenue of the Americas
New York New York 10036
212.790-1500

Jobsinthemoney.com
4101 Urbandale Drive
Urbandale, IA 50322
Contact: Lisa Porter
515.313.2094

The Morning Call Newspaper
Classified Advertisement Dept.
P.O. Box 1260
Allentown, PA 18105
610.820.6565 - Fax: 610.820.9756

The National Academy of
Television Arts & Sciences
Philadelphia Chapter
825 Merrill Road
Ambler, PA 19002
Contact: Jill Koshler
natasphl@msn.com

The Star Ledger
Classified Department
One Star Ledger Plaza
Newark, NJ 07012
973.877.4065 - Fax: 973.877.4129

Rider University
2083 Lawrence Road
Lawrencevillen, NJ 08648
609.896.5036
grdsrv@rider.edu

Audio Engineering Society
P.O. Box 1166
Philadelphia, PA 19105
Contact: Rebecca Mercuri
215.327.7105
www.aes.org

ihispano.com
4265 N. Knox Avenue
Ste. 300
Chicago, IL 60641
888.252.1220
Contact: Rudy Martinez

Marketingjobs.com
1060 First Avenue, Ste. 100
King of Prussia, PA 19406
866.694.5027
Contact: Michele Gentile

Senior Job Bank.org
P.O. Box 508
Marlborough, MA 01752
Contact: John Parlapiano
888.501.0804
publisher@seniorjobbank.org

Radio-Television Directors
Association (RTNDA)
1600 K Street, NW
Washington, DC 20006
Contact: Janet Grerety
202.467.5257
janetg@rtnda.org
www.rtnda.org

The Cittone Institute
Computer Education Center
3600 Market Street
Philadelphia, PA 19104
Contact: Yvette Pickens
Director of Career Services
215.382.1553 ext. 212
ypickens@cittone.com

Nonprofit Oyster
220 Highlands Lake Drive
Cary, NC 27511
Contact: Alex Pruteanu
561.638.1769
www.nonprofitoyster.com

South Philadelphia Review
12th & Porter Streets
Philadelphia, PA 19148
Contact: Eleanor Puggi
215.336.2500 – ext 105

The City Paper
123 Chestnut Street - 3rd Floor
Philadelphia, PA 19106
215.735.8444
www.citypaper.net

National Hispanic Media Coalition
2514 S. Grand Avenue
Los Angeles, CA 90007
Contact: Alex Nogales
nhmc@azteca.net

The Pew Center of Civic Journalism
7100 Baltimore Avenue
Ste. 101
College Park, MD 20740
301.985.4020
www.pewcenter.org

The Courier Post
P.O. Box 5300
Cherry Hill, NJ 08034
Contact: Tina Ryan
856.317.7815

Journalismjobs.com
Berkley, CA
510.653.1521
contact@journalismjobs.com

The Philadelphia Inquirer
P.O. Box 8263
Philadelphia, PA 19101
215.854.2000
Classifieds: 800.341.3413
triclassifieds@phillynews.com

Villanova University
800 Lancaster Avenue
Career Services Office Corr Hall
Villanova, PA 19085
610.519.4062
Fax: 610.519.7828
careers.vill.edu

Current
1612 K Street, NW, Ste. 704
Washington, DC 20006
Contact: Danielle Mungin
202.463.7055 ext. 36
www.current.org

Main Line Life Newspaper
311 East Lancaster Avenue
Wynnewood, PA 19096
610.896.9555
www.mainlife.com

Broadcasting & Cable
P.O. Box 15157
North Hollywood, CA 91615
Contact: Kristin Parker
617.558.8725

Philadelphia Business Journal
400 Market Street, Ste. 300
Philadelphia, PA 19106
Contact: Ryan Delman
215.238.1466
hiladelphia@bizjournals.com
prdelman@bizjournals.com

University of Delaware
Department of Career Services
Contact: Joyce Henderson
302.831.8479
www.udel.edu/csc/ft-listing.html

West Chester University
McKelvie Hall
102 Rosedale Avenue
West Chester, PA 19383

Arcadia University
430 S. Easton Road
Glenside, PA 19038
877.272.2342
admiss@arcadia.edu

Chestnut Hill College
Office of Graduate Admissions
9601 Germantown Avenue
Philadelphia, PA 19118
215.248.7126
graddiv@chc.edu

National Association of Black Journalists
8701 A Adelphia Road
Adelphia, MD 20783
Local Contact: Sherry Howard
showard@phillynews.com

Idealist.org
79 Fifth Avenue, 17th floor
New York, NY 10003
Lindsay@idealist.org

The Chronical of Philanthropy
1255 23rd Street, NW, Ste 700
Washington, DC 20037
202-466-1230

University of Pennsylvania
3700 Walnut Street
Philadelphia, PA 19104
215-898-5356
admissions@gse.upenn.edu

Cabrini College
610 King of Prussia Road
Radnor, PA 19087
610-902-8600
gpsadmit@cabrini.edu

The Northeast Times
2512 Metropolitan Drive
Trevose, PA 19053
215-35-9009
Classifieds: 215-355-1234

PRSA Newsletter
1 Belmont Avenue, Suite 420
Bala Cynwyd, PA 19004
Contact: Lee Marshall
610-617-9560
Lee.marshall@businesswire.com

Temple University
243 Ritter Hall
1301 Cecil B. Moore Avenue
Philadelphia, PA 19103
215-204-8011

Widener University
One University Place
Chester, PA 19013
610-499-4251
www.centerforeducation@widener.edu

LaSalle University
1900 W. Olney Avenue
Philadelphia, PA 19141
215-951-1593
Fax: 215-951-1843

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcasting employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Below is a list of Supplemental Outreach Initiatives WHY Y participated in from April 1, 2006 through March 31, 2007:

5). For the period of April 1, 2006 through March 31, 2007, WHY Y had 65 college students participate in its Internship Program.

8-A). WHY Y provides its employees a Tuition Reimbursement Program, of which one staff member participated during this period.

8-B). WHY Y co-sponsored a leadership seminar series in which three WHY Y staff members participated.

10-A). On March 10, 2006 WHY Y served as a panelist for Career Day at the Delaware Technical and Community College.

10-B). On March 21, 2006 WHY Y served as a panelist for Career Day at Harrington High School.

10-C). On March 27, 2006 WHY Y spoke to students at Arcadia University about careers in radio production.

10-D). On June 12, 2006 WHY Y spoke to high school students at Masterman School about careers in broadcast engineering.

10-E). On November 8, 2006 WHY Y served as a panelist on a Career and Leadership panel at Rutgers University (Camden).

12-A). The Manager of Institutional Giving position was listed with the Greater Philadelphia Cultural Alliance, The Chronicle of Philanthropy and on idealist.org and execsearches.com websites.

12-B). The Manager of Direct Marketing was listed on the websites of marketingjobs.com, advertisingmagazine.com and Phillyadclub.com as well as with the Direct Marketing Association.

14). All WHY Y management employees have been educated on the Station's harassment policies and how they are to deal with various situations if they occur.